

Amendments to the Claims:

This listing of claims will replace all prior versions, and listing of claims in the application.

Listing of Claims:

Claims 1-4 (cancelled)

Claim 15 (withdrawn): A hand-held device for receiving a signal from a source for playing sounds on the hand-held device, the hand-held device comprising:

- a microprocessor disposed on the hand-held device for directing operation of the hand-held device;

- a receiver carried by the hand-held device and coupled to the microprocessor for receiving the signal from the source;

- a discriminator carried by the hand-held device and coupled to the microprocessor for decoding the signal received by the hand-held device and determining the existence of auxiliary data resulting from receiving and decoding of the signal;

- a memory carried by the hand-held device and coupled to the microprocessor for storing the auxiliary data; and
- an advanced sound circuitry carried by the hand-held device and coupled to the microprocessor for playing of sounds relating to the reception of the auxiliary data.

Claim 16 (withdrawn): The hand-held device of claim 15, wherein the source is a display device and the receiver is a photosensor.

Claim 17 (withdrawn): The hand-held device of claim 15, wherein the source is a decoder box and the receiver is a radio frequency receiver.

Claim 18 (withdrawn): A method for unlocking a sound preset within a hand-held device with a receiver from the receipt of auxiliary data from a source, the method comprising:

transmitting a signal containing auxiliary data from the source to the hand-held device;

receiving the signal on the hand-held device via the receiver;

decoding the received signal on the hand-held device and determining the existence of auxiliary data resulting from the receipt and decoding of the signal; and

selectively unlocking the sound preset on the hand-held device based on the reception of the auxiliary data received via the signal.

Claim 19 (withdrawn): The method of claim 18, wherein the source is a display device and the receiver is a photosensor.

Claim 20 (withdrawn): The method of claim 18, wherein the source is a decoder box and the receiver is a radio frequency receiver.

Claim 21 (currently amended): A method for providing ~~a viewer of a video presentation~~ with an opportunity to purchase an object relative to the a video presentation via use of a hand-held device with a receiver from the receipt of auxiliary data from a display device, the method comprising:

transmitting a video signal with auxiliary data from the display device to the hand-held device at discrete times during the video presentation;

receiving the signal on the hand-held device via the receiver;

demodulating the auxiliary data from the video signal to provide the auxiliary data to the hand-held device; and enabling the viewer to purchase the object using the hand-held device based on receiving and demodulating the auxiliary data ~~via the signal~~.

Claim 22 (previously presented): The method of claim 21, wherein the video signal is a composite video signal and the receiver is a photosensor.

Claim 23 (cancelled)

Claim 24 (cancelled)

Claim 25 (not entered)

Claim 26 (currently amended): A method for visually transmitting auxiliary data from a monitor of a computer system to a hand-held device with an optical detector, the method comprising:

manipulating the hand-held device so that the optical detector of the device is oriented toward the monitor;

selectively initiating the execution of an application program available on the computer system that broadcasts a visual image on the monitor signifying presence of the auxiliary data;

receiving the auxiliary data on the hand-held device via the optical detector;

processing the auxiliary data on the hand-held device; and
providing promotional opportunities to a user of the hand-held device from reception and processing of the auxiliary data.

Claim 27 (currently amended): The method of claim 26, further comprising storing wherein the application program ~~is stored~~ on the computer system in the form of a dynamic link library.

Claim 28 (withdrawn): A method for broadcasting auxiliary data discernible in a visible image on a monitor of a computer system, the method comprising:

downloading an application program to the computer system;

installing the application program on the computer system;

running the application program on the computer system such that a visible image is presented on the display of the refreshable monitor;

detecting the horizontal scan frequency of the monitor; and

visually presenting the auxiliary data on the monitor.

Claim 29 (withdrawn): The method of claim 28, wherein the application program is a dynamic link library file.

Claim 30 (cancelled)

Claim 31 (previously presented): An electronic multi-use card for the redemption of promotional opportunities, said electronic multi-use card comprising:

- a microprocessor embedded in the card;
- memory electronically connected to the microprocessor;
- visual display electronically connected to the microprocessor and the memory;

user interaction means electronically connected to the microprocessor, the memory, and the visual display;

a photodetector, said photodetector being electronically connected to the microprocessor and the memory, the photodetector being capable of detecting light from a conventional bar code scanner; and

laser detection triggering means electronically connected to the photodetector.

Claim 32 (currently amended): A method for ~~the redemption of~~ redeeming promotional opportunities, the method comprising:

providing an electronic multi-use card, the electronic multi-use card ~~having~~ comprising a visual display means, a photodetector and a barcode detection triggering means;

~~pointing~~ orienting the photodetector of the electronic multi-use card ~~at~~ toward a video display;

receiving electronic value data by the electronic multi-use card from the video display;

storing of the electronic value data on the electronic multi-use card;

transporting the electronic multi-use card to a point of sale, ~~the point of sale~~ having associated therewith a computer system with a barcode scanner;

viewing the electronic value data in the visual display means and simultaneously activating the barcode detection triggering means on the card ~~relative~~ by use of the barcode scanner; and

entering at a the point of sale the promotional opportunities into the computer system.

Claims 33-36 (cancelled)

Claim 37 (withdrawn): The hand-held device of claim 15, wherein the signal is a video signal modulated with auxiliary data in a substantially invisible way.

Claim 38 (withdrawn): The hand-held device of claim 15, wherein the signal is a radio signal with auxiliary data.

Claim 39 (withdrawn): The hand-held of claim 15 further comprising light emitting devices coupled to the microprocessor for notifying the user of reception of the auxiliary data on the hand-held device.

Claim 40 (currently amended): The method of claim 21, further comprising selecting wherein the signal is a video signal modulated with auxiliary data in a substantially invisible way as the signal.

Claim 41 (currently amended): The method of claim 21, further comprising selecting wherein the signal is a radio signal with auxiliary data as the signal.

Claim 42 (currently amended): The method of claim 21 further comprising ~~the step of~~ notifying the user of receipt of auxiliary data on the hand-held device.

Claim 43 (currently amended): The method of claim 21, further comprising selecting wherein the video presentation is a musical performance as the video presentation and the object is a compact disc as the object.

Claim 44 (withdrawn): A method for providing a viewer of a presentation with information relative to the presentation via

use of a hand-held device with a receiver from the receipt of auxiliary data from a source, the method comprising:

transmitting a signal with auxiliary data from the source to the hand-held device at discrete times during the video presentation;

receiving the signal on the hand-held device via the receiver;

demodulating the auxiliary data from the signal to provide the auxiliary data to the hand-held device; and

providing the viewer with information relative to the presentation using the hand-held device based on receiving the auxiliary data via the signal.

Claim 45 (withdrawn): The method of claim 44, wherein the source is a display device and the receiver is a photosensor.

Claim 46 (withdrawn): The method of claim 44, wherein the source is a decoder box and the receiver is a radio frequency receiver.

Claim 47 (withdrawn): The method of claim 44, wherein the signal is a video signal modulated with auxiliary data in a substantially invisible way.

Claim 48 (withdrawn): The method of claim 44, wherein the signal is a radio signal with auxiliary data.